

# Home Furnishings Calendar 1949

## JANUARY

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## HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 15 9:00 A.M.- 11:00 A.M.	PREVIEW OF LIGHTING CENTER A preview, by invitation only, of the newest edition of the Sylvania Lighting Center will be held and a mid-morning snack will be served. Modern lighting, wood, glass and paint have transformed the second floor into a modern apartment with privacy for all, room for television, athletics, hobbies, and so forth. Contact: Miss Constance Thomas, Sylvania Electric Products, Inc., WI. 7-9500.	THE SYLVANIA LIGHTING CENTER	500 FIFTH AVENUE SECOND FLOOR
Thursday Sept. 15 Going on	ANNUAL AWARD COMPETITION Entries are now being received by the A.I.D. for their 1949 annual competition. Entry forms are available at their national headquarters. Any designer may enter the design of a product which has been offered for sale, not prior to January 1, 1949, and has reached the consumer market. Submissions are not limited in number but the entry form must designate how many there are and reach the A.I.D. not later than Monday, January 2, 1950. Contact: Mrs. M. M. Girard, MU. 8-0238.	A.I.D.	41 EAST 57TH STREET
Thursday Sept. 15 Just out	PUBLICITY ANALYSIS The 1949 edition of "The Analysis of Publicity Expense" is now available for distribution. Price to members, \$1.50; to non-members, \$2.50. Publicity: Robert J. Mayer, CH. 4-8780.	NRDGA	100 WEST 31ST STREET
Thursday Sept. 15 Going on	NEW SHOWROOM OPEN The Brown-Jordan Company of Pasadena, California, manufacturers of distinctive metal furniture, announce that they will be represented in New York by John C. Milne whose new display rooms have just opened. In addition to Brown-Jordan's furniture of aluminum and wrought-iron with its hand-glazed enamel finishes in decorator colors, other West Coast products will also be displayed: drapery and upholstery fabrics by McKay, Davis & McLane; hand-loomed textiles by Haeckel Weaves; hand prints by Eric; trimmings by West Coast Trimmings. Contact: Mr. John C. Milne, PL. 3-9546.	JOHN C. MILNE	18 EAST 53RD STREET
Thursday Sept. 15 Just out	NEW BOOK: HOME REPAIRS A new book, embodying the quick and simple training methods used to teach skills for war, has just been published. It is "Home Repairs Made Easy" by Lee Frankl who prepared training manuals for both army and navy. This book applies the method of visual instruction and is profusely illustrated. Publicity: Louise Thomas, CI. 6-1700.	DOUBLEDAY & COMPANY	14 WEST 49TH STREET
Friday Sept. 16 Just out	BUYING FURNITURE A practical guide to buying furniture will be published under the title "Is It Furniture or Junk?" This article should prove of value both to the consumer and to the reputable dealer. It is followed by another article in the same issue giving valuable advice on consumer-store relationships. Contact: Doris C. Sanders, EL. 5-6600.	LIBERTY - OCT. ISSUE	37 WEST 57TH STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 17-	ST. LOUIS GIFT SHOW, STATLER HOTEL, ST. LOUIS, MISSOURI.		
Sept. 22	CONTACT: G. L. WENNERSTROM, KANSAS CITY MERCH. MART, KANSAS CITY, MO.		
Sept. 18-	NORTHWEST GIFT, ART & HOUSEWARES SHOW, RADDISON HOTEL, MINNEAPOLIS, MINN.		
Sept. 21	CONTACT: HELEN BRETT, 1228 MERCHANDISE MART, CHICAGO, ILLINOIS.		
Sept. 18-21	BALTIMORE GIFT SHOW, LORD BALTIMORE HOTEL, BALTIMORE, MARYLAND.		
Sept. 18-	DENVER GIFT & JEWELRY SHOW, ALBANY HOTEL, DENVER, COLORADO.		
Sept. 21	CONTACT: ALLIED EXHIBITORS, 712 SO. OLIVE ST., LOS ANGELES, CALIFORNIA.		
Sept. 18-	CLEVELAND GIFT SHOW, HOTEL STATLER, CLEVELAND, OHIO.		
Sept. 22	CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Sunday	NEW ENGLAND VILLAGE	EASTERN STATES	WEST SPRINGFIELD
Sept. 18-	AND HOME DISPLAYS	EXPOSITION	MASSACHUSETTS
Sept. 24	A complete, typical New England village - Storowton Village - is part of this annual exposition. The buildings, all of the Revolutionary era, have been installed on the Exposition grounds and serve as a setting for Home Department displays and activities during this period. On September 19th at 3:30 P.M., Dorothy Harrower, designer-decorator, will speak on document prints by Greeff Fabrics, Inc. Publicity: Mrs. Ione F. Winans, Storowton, West Springfield, Massachusetts.		

WEEK BEGINNING SEPTEMBER 19, 1949

Monday	NEW PRINTS	W. & J. SLOANE	FIFTH AVE. & 47TH ST.
Sept. 19	The "Stimulus Prints" to be featured exclusively by Sloane's will be available to the consumer on this date. The following prominent designers have each contributed three patterns: Salvador Dali, Ray Eames, Abel Sorensen, Bernard Rudofsky, George Nelson and Edward Wormley. Since each pattern is available in three different color combinations, the collection of "Stimulus Prints" totals 54 in all. Publicity: B. D. Smith, PL. 5-5600.		
Monday	SECOND ANNUAL HOME	FURNITURE CLUB	KIEL AUDITORIUM
Sept. 19-	FURNISHINGS MARKET	OF ST. LOUIS	ST. LOUIS, MO.
Sept. 22	The Furniture Club of St. Louis in cooperation with the St. Louis Floor Covering Club and the Housewares Club is putting on the second show of this sort to reach dealers, jobbers and representatives from nine states in the area. Contact: Ira W. Curry, Furniture Club, St. Louis, Missouri.		
Sept. 19-	FALL FURNITURE SHOW, MECHANICS BUILDING, BOSTON, MASSACHUSETTS.		
Sept. 23	CONTACT: MARY C. O'BRIEN, DIRECTOR, 90 CANAL ST., BOSTON, MASSACHUSETTS.		
Monday	HOMEcoming	THE FAIR STORE &	THE FAIR STORE
Sept. 19-	FAIR	BETTER HOMES & GARDENS	CHICAGO, ILL.
Oct. 1	A large-scale promotional tie-in between The Fair Store and Better Homes and Gardens Magazine will begin. Four rooms, inspired by the magazine's own model-room displays will be shown in the store. Manufacturers' demonstration rooms, cooking schools, decorating forums are some of the activities planned. Margaret Meredith, decorator-consultant for Columbia Mills, will be in the drapery department from Sept. 27th through 30th and will lecture in the store auditorium on Sept. 27th at 10:30 A.M. Contact: John Robling, Better Homes & Gardens, Des Moines 3, Iowa.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 20 9:00 A.M.- 11:00 A.M. Breakfast	PRESS OPENING A press breakfast will be held, by invitation only, at the opening of the new building designed for Greeff Fabrics, Inc. Gerald K. Geerlings, architect and H. Clifford Burroughes, interior decorator were in charge of the project. The new line of fabrics and wallpapers by Greeff will also be shown. Publicity: Hilda Kassell, PL. 9-2917.	GREEFF FABRICS, INC.	4 EAST 53RD STREET
Tuesday Sept. 20 11:00 A.M.	INTERIOR DISPLAYS Dorothy Liebes and Mary Brandt have lined up decorative arrangements for four interiors which will be displayed on the ballroom floor of the Pierre, combining various types of furniture with Lurex fabrics. Edward Wormley designs will be used for the modern group; Baker for the Chinese modern, and James Amster for the antiques. One interior will be a display of the fabrics exclusively. Another showing in the afternoon will exhibit how Lurex can be used in fashions. Lurex is a product of the Dobeckmun Company. Publicity: Eleanor Lambert, MU. 8-2130.	LUREX FABRICS	HOTEL PIERRE
Tuesday Sept. 20 3:00 P.M.- 6:00 P.M. Cocktails	TRADE OPENING Decorators will attend a cocktail party at the opening of the new building for Greeff Fabrics, Inc., and preview their new line of fabrics and wallpapers. On the following day "open house" will be held from 3:00 P.M. to 6:00 P.M. by Greeff. Contact: Mrs. Donald Price, PL. 9-2310.	GREEFF FABRICS, INC.	4 EAST 53RD STREET
Tuesday Sept. 20- Sept. 23 Evening	SERIES OF LECTURES Miss Theo Pascal, Home Editor of Charm magazine, will give a series of lectures on home decoration as part of the Jordan Marsh forum on "Women Who Work". Contact: Miss Edna Summers, Fashion Dir., Jordan Marsh.	JORDAN MARSH	BOSTON, MASS.
Thursday Sept. 22 10:00 A.M.	SHOWROOM OPENING BOTANY MILLS, INC. The new street floor showroom and educational exhibit of Botany Mills, Inc., designed by Designs for Business, Inc., will be opened with a press breakfast. This marks the completion of a two-year redesign program which included the complete restyling of the twelve story interior and the erection of a new two story facade. By invitation only. Publicity: Anne Gorman, Franklin Fisher & Associates, Inc., MU. 2-1983.	DESIGNS FOR BUSINESS, INC.	BOTANY BUILDING 16 WEST 46TH STREET
Thursday Sept. 22 3:00 P.M.	ANNIVERSARY PARTY AND MOVIE PREVIEW A first anniversary cocktail party at the Clara Dudley Workshop will be held for the cooperating firms who contribute samples of their merchandise to the Clara Dudley Workshop program. A preview of Alexander Smith's new technicolor film, "Before and After" will be shown. By invitation only. Contact: Mary E. Black, Workshop Coordinator, MU. 9-1300.	ALEXANDER SMITH & SONS CARPET COMPANY	193 EAST POST ROAD WHITE PLAINS, N.Y.
Thursday Sept. 22 3:00 P.M.- 5:00 P.M. Cocktails	NEW GALLERY OPENING A special press showing by invitation only will be held at the opening of new quarters for The New York Circulating Library of Paintings on this date. The gallery has a collection of over 1400 paintings by leading artists and all works in the collection are available for monthly rentals at nominal rates. Contact: Ruth Butler and Eleanor Sadowsky, PL. 9-7754. Publicity: Hilda Kassell, PL. 9-2917.	N. Y. CIRCULATING LIBRARY OF PAINTINGS	640 MADISON AVENUE SUITE 242



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 22- Oct. 2	BETTER HOMES EXPOSITION, CONTACT: MR. J. M. BROOKS, 1308 FIDELITY BLDG.,	LORD BALTIMORE HOTEL, BALTIMORE, MARYLAND.	
Friday Sept. 23	HEIFETZ GALLERY The Runkle Furniture Co. will open the Heifetz Design Gallery - an exhibition of lamps and decorative accessories in individual settings, introduced by Yasha Heifetz, designer and manufacturer. The Gallery will occupy 2025 square feet and will be decorated in room settings, section displays and shadow boxes. This represents a pioneering effort by a manufacturer and specialty store to demonstrate the function of the lamp as an art and utilitarian object in the home. Four lamp groups will be shown: ceramics, woods, metals and a combination of wood and metal. Contact: Paul Lauck, president, The Runkle Furniture Co., York, Penna.	RUNKLE FURNITURE CO.	YORK, PENNSYLVANIA
Sept. 24	ROSH HASHONAH--FIRST DAY OF JEWISH NEW YEAR.		
Sept. 24-29	MONTREAL GIFT SHOW, MONTREAL, CANADA.		
Saturday Sept. 24- Oct. 2	FIRST PUBLIC EXPOSITION The dates for this exhibition originally set for Sept. 10th to 18th have been advanced to Sept. 24th to Oct. 2nd to coincide with Home Fashion Time. At this time an extensive exhibit of home goods featuring exhibits by manufacturers and retailers will be open to the public. The exhibition will consist of model rooms with various educational services in addition. Contact: H.F. Van Horn, Natl. Furn. and Home Furnishings Shows, Inc., 134 Lexington Ave., MU. 5-0218. Publicity: Jack Malloy, Anderson, Davis & Platte, LE. 7-2300.	NATL. FURN. AND HOME FURNISHINGS SHOWS, INC.	GRAND CENTRAL PALACE
Sunday Sept. 25	SPECIAL FEATURE SECTION "Today's Home" is the special home furnishings section to be published with the Sunday issue of the Herald Tribune on this date. It will include furniture and decorating trends for the modern home. Advertising deadline: Sept. 20th. Editorial deadline: Sept. 19th. Send editorial photos and material to Eugenia Sheppard and Ann Pringle, Herald Tribune.	HERALD TRIBUNE	230 WEST 41ST STREET
Sunday Sept. 25	SPECIAL FEATURE SECTION A full newspaper size section included with the Sunday edition of the Times for this date will be devoted to "Home Decoration and its Maintenance". This will cover the wide range of home furnishings with emphasis on furniture, decoration, fabrics, floor coverings, equipment, price scales and so on. Advertising and editorial deadline: September 16th. Submit all photos and editorial copy to: Ivan Veit, N.Y. Times, LA. 4-1000, Ext. 523.	N. Y. TIMES	229 WEST 43RD STREET
Sunday Sept. 25	SPECIAL FEATURE SECTION Special home furnishings section including 20 pages of editorial and 28 pages of advertising will be published on this date. The editorial and advertising deadline is Sept. 19th, and the section will be divided into five parts: Furniture and Room Settings, Fabrics and Wall Coverings, Floor Coverings, Home Appliances and Accessories. Contact: Willella de Campi, The Daily News, MU. 2-1234.	DAILY NEWS	220 EAST 42ND STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Sept. 25- Oct. 9	DEALER DISPLAY AIDS In addition to sixty-five full page advertisements, mostly in full color, scheduled to run in Sunday supplements throughout the country, James Lees & Sons Company are also providing portfolio, mats, display pieces and other helps for dealer tie-ins to coordinate with Home Fashion Time, Sept. 26 - Oct. 1. Publicity: Wilmer P. Cressman, James Lees & Sons Company, Bridgeport, Pennsylvania.	JAMES LEES & SONS CO.	BRIDGEPORT, PENNA.
<u>WEEK BEGINNING MONDAY, SEPTEMBER 26, 1949</u>			
Monday Sept. 26 9:00 A.M.- 11:00 A.M. Breakfast	PRESS PREVIEW "The Hawaiian Islands Group" designed by Dorothy Draper for F. Schumacher & Co., will be shown to the press by invitation. Mrs. Draper has taken her cardinal principle of decoration, "bring the outdoors indoors", to the Pacific Islands, creating the patterns and color tones for 10 fabrics, three wall papers, and two carpets to be designated the "Hawaiian" group. These will be officially launched to decorators and consumers during the week of "Home Fashion Time". Publicity: Philip Schuyler, MU. 4-4540.	F. SCHUMACHER & CO.	535 MADISON AVENUE NEW YORK CITY
Monday Sept. 26- Sept. 28	PERSONNEL MANAGEMENT LEADERS MEETING Representatives of labor, government and management will address 1500 executives in manufacturing, wholesaling and retailing firms during this three-day meeting under the auspices of the American Management Association's Personnel Division headed by John S. Bugas of the Ford Motor Company. Publicity: Edward K. Moss, American Management Association, BR. 9-6055.	AMERICAN MANAGEMENT ASSOCIATION	WALDORF-ASTORIA NEW YORK CITY
Sept. 26- Sept. 28	NATIONAL ELECTRONICS CONFERENCE, EDGEWATER BEACH HOTEL, CHICAGO, ILLINOIS. CONTACT: G. H. FETT, UNIVERSITY OF ILLINOIS, URBANA, ILLINOIS.		
Monday Sept. 26- Sept. 30	PREMIUM AND ADVERTISING SPECIALTIES EXPOSITION The annual Premium Show will feature the offerings of more than 250 manufacturers. A symposium on premium products will be held that week. Contact: Arthur Tarshis, exposition manager, LU. 2-4627.	PREMIUM ALV. ASSN. OF AM. N. Y. PREMIUM CLUB	71ST REG. ARMORY 34TH ST. AT PARK
Sept. 26- Sept. 30	PHILADELPHIA GIFT SHOW, HOTEL BENJAMIN FRANKLIN, PHILADELPHIA, PENNA. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, NEW YORK 1, N. Y.		
Monday Sept. 26 Just open	OPENING OF MODEL ROOMS Woodward & Lothrop's annual display of decorating schemes in House & Garden forecast colors will feature a television room containing Ben Rose drapery fabrics, a specially designed S-shaped sofa manufactured by Cocheo Brothers, and Salterini indoor modern furniture. There will also be platform displays of Ben Rose fabric designs. Publicity: Doris Herzig, Franklin Fisher & Assoc., Inc., MU. 2-1983. Washington contact: James W. Hardey, advertising director, Woodward & Lothrop, Washington, D.C.	WOODWARD & LOTHROP	WASHINGTON, D. C.
Sept. 26- Oct. 1	NATIONAL WINDOW WEEK PROMOTION, NATIONWIDE. PUBLICITY: MISS KIM WISS, STEVE HANNAGAN, 237 PARK AVE., N.Y. 17, PL. 5-2900.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 26- Oct. 1	HOME FASHION TIME The theme of Home Fashion Time this year is "Enjoy Living at Home". In order to tie-in with this important home furnishings promotion all you need is to send in an application blank or write on your firm letterhead expressing your desire to participate. A Home Fashion Time booklet has been prepared which tells what was done last year and includes a Blueprint for Action for this year. These booklets are available from the Home Fashions League at 25¢ each for less than 100 copies. Above this figure the cost is less. Consult the Blueprint for Action for ideas on how your firm can best take advantage of this nation-wide promotion. The booklet and blueprint are being distributed to its members by the N.R.D.G.A. Others should address the League direct. Additional promotional material includes posters in two sizes, a Trends Bulletin summarizing the highlights of all phases of the home furnishings industry fall markets and containing some forty pages covering twenty categories with swatches of trend colors in wallpapers, paints, floor coverings and fabrics coordinated in room schemes. These Bulletins are \$5.00 each. For all material and further information contact: Josephine Brush, Home Fashions League, Inc., 155 East 96th St., New York 28, SA. 2-1839.	HOME FASHIONS LEAGUE	155 EAST 96TH STREET
Tuesday Sept. 27 10:00 A.M.- 12:00 M.	PRESS SHOWING: NEW "K-D" CHAIR The first press showing of the new "K-D" knockdown chair, designed by Robert Mayer, will be held on this date. By invitation only. Breakfast will be served at 10 A.M. Publicity: Anne Gorman, Franklin Fisher & Assoc., Inc., MU. 2-1983.	ROBERT MAYER ASSOCIATES	HOTEL ROOSEVELT LIBRARY ROOM
Tuesday Sept. 27- Sept. 29 8:00 P.M.- 10:00 P.M.	SERIES OF EVENING FORUMS Home Furnishings Merchandising in collaboration with the civic committee of Bergen County will hold a series of forums on three successive evenings at the Bergen Junior College, Teaneck, N.J., with Charles H. Henders, N.Y.U. faculty member, as moderator. Speakers for the evening of Sept. 27th will be: John Gerald, interior decorator; Mary Monze, American Home magazine; Mary Davis Gillies, McCall's magazine. On Sept. 28th: Mary Burke, rug consultant; Theodore Muller of Muller-Barringer; Virginia Hamill, designer. Sept. 29th: Mary Brandt, home furnishings consultant; Karen Gilespe, assistant professor, N.Y.U.; Donald MacMillan, Interior Design & Decoration magazine. Open to the public free of charge. Publicity: John S. Edwards, Hackensack, New Jersey, Hubbard 7-1230.	HOME FURNISHINGS MERCHANDISING	BERGEN JR. COLLEGE TEANECK, NEW JERSEY
Tuesday Sept. 27	SPECIAL HOME FURNISHINGS FEATURE SECTION A special section devoted to home furnishings and titled "Accent On Interiors" will be published in the issue of the World-Telegram for this date. News, pictures, articles and features will highlight new developments and ideas for making the home more livable. Furniture for every room, radio, television, appliances, kitchen equipment, laundry equipment, floor coverings, paints, roofing, insulation, heating, air conditioning are among the subjects to be included. Advertising deadline: Sept. 23rd. Editorial deadline: Sept. 21st. Send photos and editorial material to: Richard A. Murray, advertising director, World-Telegram, 125 Barclay St., N.Y.C., BA. 7-3211.	NEW YORK WORLD-TELEGRAM	125 BARCLAY STREET NEW YORK, N.Y.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 28- Dec. 14 7:00 P.M.- 8:40 P.M.	SERIES OF TWELVE MAGAZINE ARTICLE LECTURES A twelve-week workshop to be held Wednesday evenings will be conducted by Beatrice Schapper and will deal with actual practice in preparation of material for editors of trade, special interest, professional and popular magazines with how-to-do-it guidance. Fee is \$15 for the series. Registration takes place up to September 25 at any branch library; or mail check or money order to Adult Education Office, City College, Convent Avenue & 139th St., New York, N.Y. Contact: Beatrice Schapper, LO.4-2560.	CITY COLLEGE ADULT EDUCATION PROGRAM	ROOM 115 N.Y. PUBLIC LIBRARY
Wednesday Sept. 28- Jan. 4 6:15 P.M.- 8:00 P.M.	NEW COURSE: WRITING FOR WOMEN'S MAGAZINES A course on how to write for women's magazines will be held on fifteen consecutive Wednesdays, beginning on this date. It will be conducted by Florence Brobeck, editor, and public relations consultant, under the auspices of the Division of General Education. The course will deal with source materials and background necessary for anyone who wants to write for women in the fields of decoration, antiques, foods, homemaking, and so on. Writing assignments will be given personal criticism and editing. Contact: Miss K. Gault, SP. 7-2000, Extension 788.	FLORENCE BROBECK 21 EAST 9TH STREET	N. Y. UNIVERSITY WASHINGTON SQUARE
Wednesday Sept. 28 Just out	SMORGASBORD COOKBOOK A new cookbook containing over 200 completely new Swedish recipes and written by Anna Olsson Coombs, author of Modern Swedish Cookbook, will be published on this date. These recipes have been adapted to modern cooking methods and American entertaining and utilize foods readily available everywhere. Many of the dishes may be prepared the day before a party and are surprisingly inexpensive. Publicity: Eileen Kelly, PL. 7-7350.	A. A. WYN	23 WEST 47TH STREET
Friday Sept. 30 Just out	HOME ISSUE "Your Home and You", the special home issue of Seventeen Magazine will be out on this date. This is the first in a series of annual projects to stimulate general participation in home affairs such as decorating and cooking among teen agers. National promotional tie-ins have been planned. Publicity: Addie Weinman, PE. 6-1100.	SEVENTEEN MAGAZINE	11 WEST 42ND STREET
Saturday Oct. 1- Oct. 9	NATIONAL ELECTRICAL LIVING WEEK National Electrical Living Week has been designated in conjunction with the second annual National Television and Electrical Living Show to be held on these dates at the Chicago Coliseum. A special trade preview will be held September 30 to give exhibitors an opportunity to hold sales meetings and to present their 1949-1950 lines to dealers and distributors. Promotional plans to build public attendance include the signing of Eddie Cantor to head a cast which will present three full hour shows a day; General Electric's "House of Magic"; and a "Miss Television" with entrants sponsored by exhibitors. Contact: Axel H. Kahn, district manager, General Electric Supply Corp., Chicago, Ill.	ELECTRICAL ASSOCIATION	COLISEUM CHICAGO, ILL.
Sunday Oct. 2	SPECIAL SECTION A full-sized special section with the front page in color will be devoted to home furnishings news, features and advertisements to coincide with Home Fashion Time. Contact: Lois Hagen, H. F. Editor, The Milwaukee Journal, Milwaukee, Wisconsin.	THE MILWAUKEE JOURNAL	MILWAUKEE, WIS.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>ADVANCE DATES AND NOTICES</u>			
Oct. 3	YOM KIPPUR--JEWISH DAY OF ATONEMENT.		
Monday Oct. 3 7:00 P.M.- 9:00 P.M.	EVENING COURSES IN WEAVING The first in a series of evening classes in weaving to be given by Lili Blumenau will be held at this time. Classes are conducted on Monday and Friday evenings from 7:00 to 9:00 and beginners learn the fundamentals in technique and design, such as: setting up looms, basic weaves, drafting of weave constructions, yarn characteristics, color and texture. Advanced students select their own problems, create their own designs and study the more complex hand weaving techniques. These classes are scheduled to continue until the end of May. Fee: \$45 for 15 two-hour sessions. Registration: Sept. 24th, 2:00 to 5:00 P.M. and Sept. 26th through Sept. 28th, 6:00 to 8:00 P.M. at the Weaving Workshop, 53 East 9th Street, New York, N.Y., AL. 4-7363.	LILI BLUMENAU	WEAVING WORKSHOP 53 EAST 9TH STREET
Monday Oct. 3- April 3 7:00 P.M.	COURSE OF LECTURES ON ADVERTISING A course of twenty-four lectures will be given for the 21st year under the auspices of Advertising Women of New York. Registration is Sept. 28 from 5:45 to 8:30 P.M. at the Astor. Fee for entire course including lectures, field trips and graduation party is \$12. Contact: Hulda Kloenne, AWNY, 1233 Avenue of the Americas, CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK	HOTEL ASTOR 45TH ST. & B'WAY
Tuesday Oct. 4	FIRST OPEN MEETING The first member group of the Home Fashions League has been formed in Chicago and will hold its first open meeting during Home Fashion Time on Oct. 4. This meeting will be addressed by Harper Richards, industrial designer. The second meeting on Nov. 8 will have Saide Feika of Feika Imports as guest speaker. She will discuss and show merchandise collected on her recent trip to the Orient. Contact: Marian Knapp, Director of Public Relations, National Association of Bedding Manufacturers, 1647 Merchandise Mart, Chicago, Illinois.	HOME FASHIONS LEAGUE	CHICAGO, ILLINOIS
Oct. 9- Oct. 15	NATIONAL BUSINESS WOMEN'S WEEK, 1819 BROADWAY, NEW YORK CITY. CONTACT: NATIONAL FEDERATION OF BUSINESS & PROFESSIONAL WOMEN'S CLUBS.		
Monday Oct. 10- Oct. 12	ANNUAL MEETING The 40th annual meeting of the Association of National Advertisers will start on October 10th and run through the evening of October 12th. Howard Chapin, advertising director of the General Foods Corporation is chairman of the program committee and complete program details for the meeting will be announced later. As has been the practice at previous meetings, the first two days of this session will be restricted to association members and invited advertiser guests. On the third day, representatives of advertising media and agencies will also be guests of A.N.A. Publicity: Peter Allport, A.N.A., 285 Madison Ave., OR. 9-4940.	A. N. A.	WALDORF-ASTORIA
Oct. 10- Oct. 15	NATIONAL CRANBERRY WEEK. CONTACT: ELLEN STILLMAN, NAT'L CRANBERRY ASS'N, HANSON, MASS.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Oct. 11- Oct. 16	WESTCHESTER BETTER HOMES EXPOSITION, WHITE PLAINS, N. Y. CONTACT: MR. J. C. BAILEY, 193 MAIN STREET, WHITE PLAINS, N.Y.		
Wednesday Oct. 12- Oct. 15	TRADE EXHIBIT	NAT'L HARDWARE SHOW	GRAND CENTRAL PALACE
	Over 500 national manufacturers will exhibit every type of hardware and houseware, fishing and hunting equipment and sporting goods at this annual show for the trade only. Hotel reservations can be arranged for out-of-town manufacturers and advance registration programs may be obtained by contacting: National Hardware Show, 331 Madison Avenue, New York 17, N.Y. Publicity: Ted Black, MU. 2-4802.		
Oct. 15- Oct. 22	ROCHESTER HOME SHOW, HOTEL SENECA, ROCHESTER, N.Y. CONTACT: DUBINSKY STONE EXPOSITION, 71 SHARON ST., HARTFORD, CONN.		
Tuesday Oct. 18 9:00 A.M.- 5:00 P.M.	ORIENTAL RUG FORUM AND LUNCHEON	ORIENTAL RUG INST. ORIENTAL RUG IMP. ASSN.	HOTEL STATLER NEW YORK, N.Y.
	An all-day oriental rug forum under the dual sponsorship of the Oriental Rug Institute and the Oriental Rug Importers Assn. will feature such speakers as Earl Glazier of Hardwick & Magee, Stephen Philiposian of Strawbridge & Clothier, E. A. Raventos of Karastan Rug Mills as well as an editorial writer, an interior decorator and others to be announced later. Publicity: Mr. M. Julian, Julian-Lewis, Inc., CI. 7-6027.		
Oct. 21- Oct. 30	JAMESTOWN FALL FURNITURE MARKET, JAMESTOWN, N.Y. CONTACT: MR. P. E. DENNEY, FURN. MFRS. BLDG., INC., JAMESTOWN, N.Y.		
Oct. 23	ORIENTAL RUG WEEK.		
Monday Oct. 24- Oct. 29	SECOND ANNUAL FALL SUMMER FURNITURE MARKET	NATIONAL ASSN. OF SUMMER FURN. MFRS.	SHERATON HOTEL CHICAGO, ILLINOIS
	Following up the successful market held last year, the NASFM will hold its second market on these dates. In addition to exhibitions in the Sheraton Hotel there will be displays at the Merchandise Mart, the American Furniture Mart and the Hotel St. Clair. Publicity: Harold J. Siesel, 424 Madison Avenue, New York 17, N.Y., EL. 5-0138.		

#### MUSEUM, GALLERY AND GARDEN NEWS

Monday Sept. 19- Oct. 15	EXHIBITION	NATL. SERIGRAPH SOC.	38 WEST 57TH STREET
	An exhibition of serigraphs and textiles will open on this date. All exhibits are by members of the teaching staff. Hours: 10 A.M. to 6 P.M. daily except Sunday. Contact: Doris Meltzer, CI. 5-8936.		
Thursday Sept. 29 Evening	GARDEN LECTURES	N.Y. BOTANICAL GARDEN	BRONX PARK
	A series of 12 Thursday evening garden lectures on Fundamentals of Gardening by T. H. Everett, horticulturist, will begin on this date. Publicity: Carol H. Woodward, SE. 3-3200.		
Oct. 1- Oct. 23	AMERICAN TEXTILES '48. WORCESTER ART MUSEUM, WORCESTER, MASS. CONTACT: AMERICAN FEDERATION OF ARTS, 22 EAST 60TH STREET, NEW YORK, N.Y.		
Oct. 1- Nov. 2	EARLY AMERICAN DECORATIVE ARTS, INDEX OF AMERICAN DESIGN. WORCESTER ART MUSEUM, WORCESTER, MASS.		



DATEWHAT'S GOING ONGIVEN BYWHEREMUSEUM, GALLERY AND GARDEN NEWS (Cont'd)

Tuesday ANNIVERSARY CELEBRATION MUSEUM OF MODERN ART 11 WEST 53RD STREET  
Oct. 4- "Modern Art in Your Life", an exhibition to show how modern art is a  
Dec. 4 source for much of our daily environment, will occupy the entire 3rd floor  
of the Museum to commemorate its founding in 1929. Buildings, furniture,  
useful objects, shop displays and advertisements that are accepted readily  
and enjoyed by the public are related to, or derived from works of art  
frequently considered meaningless and even ugly. The exhibition will show  
how the appearance of popular articles used in everyday living has direct  
antecedents in the most elusive abstract art. This has been arranged by  
Rene d'Harnoncourt, Director of the Museum's Curatorial Departments, in  
collaboration with Robert Goldwater, author, Associate Professor of Art  
History at Queens College and Editor of the Magazine of Art. Press  
preview on October 4th by invitation only. Open to the public on October  
5th. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity:  
Betty Chamberlain, CI. 5-8900.

Wednesday VAN GOGH EXHIBIT METROPOLITAN MUSEUM FIFTH AVE. & 82 ST.  
Oct. 19 "Vincent Van Gogh: Paintings and Drawings" - an international loan ex-  
10:00 A.M.- hibition arranged by The Metropolitan Museum of Art and The Art Institute  
5:00 P.M. of Chicago, will be opened to the press on this date. Paintings and  
drawings to be shown will come from the collections of Vincent W. Van Gogh  
of Laren and the Kroller-Muller State Museum at Otterlo, in Holland and  
from a number of American lenders, including private collectors and lead-  
ing museums. The exhibition is being arranged with the endorsement and  
assistance of the Ministry of Education, Arts and Sciences of the Royal  
Netherlands Government. Open to the public from October 21st through  
January 15th. Hours: 10:00 A.M. to 5:00 P.M. daily; 1:00 P.M. to  
5:00 P.M. Sundays and holidays. Publicity: Lillian Green, RH. 4-7690.

TELEVISION NEWS

Thursday TELEVISION PROGRAM WABD DUMONT TELEVISION  
Sept. 15 "YOUR TELEVISION SHOPPER" CHANNEL 5 515 MADISON AVENUE  
11:00 A.M.- Mrs. Donald Price, vice president of Greeff Fabrics, Inc., will be the  
12:00 A.M. guest of Kathi Norris on this date and will discuss documentary prints,  
their history and origin and how they are translated into contemporary  
designs for wallpaper and fabrics. Publicity: Babs Doniger, MU. 7-0096.

EDITORIAL REQUIREMENTS

For Home Graphic Arts, 119 Ellison St., Paterson, N. J.  
This syndicated, slick-paper magazine is circulated through  
mortgage departments of financial institutions. Modeled on  
the better home-furnishings magazines, this publication covers  
the field of home building, making and decorating, inside and  
out. Its impact on merchants is that of local financial sponsor-  
ship. Glossy photographs, accompanied by descriptive copy are  
solicited. All material will be returned and a copy of the  
magazine will be furnished showing use made of material. Address  
the editor, Walter Fillan, Applied Graphic Arts, 119 Ellison St.,  
Paterson, New Jersey.



# *Home Furnishings Calendar*

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Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

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